

ESTTA Tracking number: **ESTTA386232**

Filing date: **12/30/2010**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	79071445
Applicant	ars Parfum Creation & Consulting GmbH
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Submission	Applicant's Request to Extend
Attachments	Request for Extension of Time to File Brief on Appeal.pdf (2 pages)(9716 bytes)
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Date	12/30/2010

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In re:)
)
Application Serial No.: 79/071,445)
)
Applicant Name: ars Parfum Creation &)
Consulting GmbH)
)
Application Filing Date: June 19, 2009)
)
Trademark: MOJO)

REQUEST FOR EXTENSION OF TIME TO FILE BRIEF ON APPEAL

Applicant ars Parfum Creation & Consulting GmbH (“Applicant”) hereby requests that the time now set for filing its brief on appeal in this matter, January 4, 2011, be extended sixty (60) days so that it will be due March 5, 2011.

This request is not made for purposes of delay. As grounds in support of this request, Applicant asserts that given its location in Germany, discussions with Applicant’s undersigned counsel in the U.S. and preparation for this appeal have been more time-consuming than otherwise would be the case. Time has been even more compressed in this case in view of the holidays.

Additionally, Applicant has been engaged in negotiations with the owners of registration numbers 3346021, for the mark MOJO DARK BRONZING SAUCE, 3445040, for the mark MOJO, and 3594960, for the mark MOJO COSMETICS, upon which the Examining Attorney based her refusal. Because the ownership of registration numbers 3346021 and 3445040 has recently changed and the owner of registration number 3594960 relocated and failed to update his correspondence address with the United States Patent and Trademark Office, this process has required substantial time for investigation as well as for the actual negotiations. Nevertheless, Applicant had entered into a consent agreement with the prior

owner of registration numbers 3346021 and 3445040 and negotiations with its successor and the owner of the other registration are proceeding.

Applicant therefore makes this request for an extension of time in which to file its brief on appeal in this matter. If the request for a sixty-day extension of time is denied, Applicant respectfully requests that the time to file its brief at least be reset for a brief period to afford time to prepare and file its brief.

Dated: December 30, 2010

Respectfully submitted,

SQUIRE, SANDERS & DEMPSEY L.L.P.

/Caroline H. Mead/
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